

# ABSTRACT

The invention relates to a method and apparatus for targeting advertising information transmitted over the Internet. The method involves creating a user profile and transmitting an agent and ad banner from a content provider to a target computer. At the target computer, information is collected and transmitted from the target computer to the content provider. The content provider filters the information to create relevant data. The content provider then munges the relevant data into a user specific database and selects new content for transmission over the Internet based on the new user specific database.

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